

EPA's Partnership with AWMA's *EM* Magazine: An Outreach Model

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Introduction

EPA has many cutting edge research products that can help environmental professionals protect human health and the environment. However, these professionals can use only research tools that they are aware of. If research results are published yet not highlighted well to target audiences, opportunities may be missed. EPA's research office, through its recent long-term agreement with the Air and Waste Management Association's (AWMA) *EM* magazine editorial staff, will ensure that it's latest research projects, processes, and products are brought to the attention of a large and appropriate readership on a monthly basis.

***EM* Magazine**

EM, under the guidance of editor Andy Knopes and an editorial review board, is a magazine that is published monthly by AWMA for its broad membership of environmental managers. AWMA members are presented with a subscription choice when they join: receive either a monthly printed version of *EM* or the *Journal of the Air & Waste Management Association*. Since *EM* lists the table of contents for the *Journal* each month, most members elect to receive *EM* and then freely access online those *Journal* titles of particular interest.

EPA Team is Empowered

Led by Bob Hall, an EPA research office branch chief and former AWMA President, a partnership between the *EM* editorial staff and a cross-organizational group of Agency staff was created. The team developed a process to facilitate the development, review, clearance and submission of text and appropriate graphics to support a one-page monthly *EM* column called *EPA Research Highlights*. Following the tenets of appreciative inquiry, team members have been empowered by EPA headquarters staff to sustain this communication activity at a Laboratory level.

Conclusion

The June 2004 issue of *EM* will premier the first *EPA Research Highlights* column. It is anticipated that this partnership and sustained effort will serve as a model for other creative initiatives aimed at highlighting EPA's research successes for the most appropriate audiences.